

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

- 1 1. (Previously Presented) An apparatus for customizing television
2 content operable to run on a computing platform electrically
3 coupled to a receiver which is electrically coupled to a display
4 device, the apparatus operable to receive supplemental data from a
5 supplemental data database maintained by a television service
6 provider, the apparatus comprising:
 - 7 a television tuner/decoder operable to receive television
8 signals from the television service provider and decode the
9 received television signal;
 - 10 an input device operable with said television tuner/decoder
11 enabling a viewer to select for viewing one television signal
12 received by said television tuner/decoder;
 - 13 a supplemental data extractor operable to receive supplemental
14 data from the television service provider;
 - 15 a profile database operable to store a viewer profile;
 - 16 a filter module electrically coupled to said profile database
17 and to the supplemental data extractor, said filter module operable
18 to access the viewer profile and the supplement data and, in
19 response, to select a preferred display component according to the
20 one television signal selected by the viewer via said input device,
21 the viewer profile and the supplemental data, the preferred display
22 component consisting of supplemental data selected by said filter
23 module according to the viewer profile from among plural
24 supplemental data corresponding to the one television signal
25 selected by the viewer operable to target a particular viewer
26 relative to other viewers by supplementing television content; and
27 an overlay disposed proximate to the display device and remote
28 from the television service provider, said overlay coupled to said

29 television tuner/decoder and to said filter module to substantially
30 simultaneously receive the decoded television signal and the
31 preferred display component, said overlay operable to integrate
32 said decoded television signal and said preferred display component
33 for combined display via a display device.

1 2. (Original) The apparatus of Claim 1, further comprising a
2 profile module operable to receive viewer demographic information
3 and, in response, to generate the viewer profile.

1 3. (Original) The apparatus of Claim 2, wherein said profile
2 module is operable to provide a demographic template to the viewer
3 for receiving the viewer demographic information.

1 4. (Original) The apparatus of Claim 1, wherein the viewer
2 profile contains demographic categories corresponding to input
3 options comprising:
4 an age option;
5 a race option;
6 a gender option;
7 a marital status option;
8 an educational level option;
9 a sexual preference option; and
10 an income level option.

1 5. (Original) The apparatus of Claim 1, wherein the filter module
2 comprises a selection algorithm operable to select a preferred
3 display component according to the viewer profile and the
4 supplemental data.

1 6. (Previously Presented) A method performed on a computing
2 platform that is associated with a display device and a receiver

3 for providing functionality associated with an apparatus for
4 customizing television content, the method comprising:
5 storing a viewer profile in a profile database;
6 receiving a plurality of television signals from a television
7 signal provider;
8 receiving a viewer selection of one of the plurality of
9 television signals;
10 receiving supplemental data from a display component database;
11 accessing the viewer profile in the profile database and the
12 supplemental data;
13 selecting a preferred display component in accordance with
14 the one television signal selected by the viewer, the viewer
15 profile and supplemental data, the preferred display component
16 consisting of supplemental data selected by said filter module
17 according to the viewer profile from among plural supplemental data
18 corresponding to the one television signal selected by the viewer
19 operable to target a particular viewer relative to other viewers;
20 and
21 integrating at a location proximate to the display device and
22 remote from the television service provider the one television
23 signal and the preferred display component for combined display to
24 a viewer.

1 7. (Previously Presented) The method of Claim 6, wherein:
2 said step of selecting a preferred display component in
3 accordance with the viewer profile and supplemental data includes
4 transmitting an abbreviated reference associated with a
5 specific display component to the viewer from the television
6 service provider;
7 automatically selecting an abbreviated reference via the
8 computing platform at a viewer location in accordance with the
9 viewer profile;

requesting at the viewer location a preferred display component associated with the abbreviated reference from the television service provider; and

transmitting the preferred display component from the television service provider to the viewer location.

8. (Original) The method of Claim 6, further comprising the steps of:

receiving viewer demographic information; and
generating the viewer profile according to the viewer demographic information.

9. (Original) The method of Claim 8, further comprising the step of providing a demographic template to the viewer to receive the viewer demographic information.

10. (Original) The method of Claim 6, wherein the viewer profile contains demographic categories corresponding to input options comprising:

an age option;
a race option;
a gender option;
a marital status option;
an educational level option;
a sexual preference option; and,
income level.

11 to 15. (Canceled)

16. (Previously Presented) The apparatus of claim 1, wherein:
said overlay operate to integrate said decoded television signal and said preferred display component for display via a

4 display device by displaying said decoded television signal in a
5 first display area and said preferred display component in a second
6 display area.

1 17. (Previously Presented) The apparatus of claim 1, wherein:
2 said supplemental data extractor is coupled to said television
3 tuner/decoder to extract said supplemental data from said decoded
4 television signal.

1 18. (Previously Presented) The method of claim 6, wherein:
2 said step of integrating the received television signal and
3 the preferred display component for display displays the decoded
4 television signal in a first display area and the preferred display
5 component in a second display area.

1 19. (Previously Presented) The method of claim 6, wherein:
2 said step of receiving supplemental data from a display
3 component database extracts the supplemental data from the
4 television signal.

20 and 21. (Canceled)